

Abstract of the Disclosure

A system and method for extending computer network-based data presentation to offline time is provided. Data, such as advertisements, news information, entertainment, etc., can be downloaded during online sessions in periods with otherwise little or no data transmission. Additionally, the downloaded data may be displayed without intruding on the user's workspace. A method according to an embodiment of the invention may run as a background process on the user's computer. When the user initiates an online session, the user's computer may automatically initiate communication with a server to start downloading data. The downloading process may be adjusted to reflect the user's online activity. For example, during periods of significant data transfer, such as during the loading of a new web page, which requires use of a significant amount of bandwidth, the downloading process, for the advertisements or the like, is significantly reduced, or even paused, until sufficient bandwidth is available.